

PRESIDENT & CEO

Greater Birmingham Convention & Visitors Bureau | Birmingham, AL







# Birmingham

— Dinner Table of the South —

In Birmingham, you'll experience an unmistakable blend of Southern hospitality and cosmopolitan charm. We are a welcoming destination brimming with history, entertainment, breathtaking natural beauty, nightlife, shopping, and world-class cuisine.

From our manufacturing past that made us the Magic City to our Civil Rights legacy, we are a vibrant place committed to becoming the best version of Birmingham we can be. Cruise through the world's largest collection of motorcycles at Barber Vintage Motorsports Museum. Catch a panoramic view of the area from Vulcan, the world's largest cast iron statue. Hit the links for 140,000 yards of some of the best public golf on earth – including the stunning Robert Trent Jones Golf Trail. Step back in time at Rickwood Field, the nation's oldest professional baseball stadium. And bring your appetite because as the "Dinner Table of the South," we've become known for our chef-owned restaurants, global menus, and commitment to memorable dining. From soul food to barbecue, from brunch to James Beard, we have a foodie culture to please all appetites.

The Greater Birmingham area encompasses 35 unique municipalities, each contributing to the region's diverse character and vibrant community. Birmingham is a city of dreamers and doers that defy expectations and reveal new possibilities every time you visit!

[Attractions](#) [Events](#) [Experiences](#) [Family Friendly](#) [Food & Drink](#) [Historical](#)  
[Nightlife](#) [Outdoors](#) [Shopping](#) [Sports](#)

## About the Greater Birmingham Convention & Visitors Bureau

The Greater Birmingham Convention & Visitors Bureau (GBCVB) is the official tourism and marketing organization for Birmingham and Jefferson County. Established in 1969, the non-profit agency generates positive economic impact by positioning the Greater Birmingham Region as a premier destination for conventions, sporting events, and domestic and international leisure travel. Birmingham and its neighboring municipalities welcome more than 3.96 million visitors each year, generating \$2.52 billion in economic impact.





## POSITION SUMMARY

This position is responsible for providing direction and guidance to members of the staff while maintaining internal and external operations. The President & CEO oversees all objectives and goals set forth by the Board of Directors. This position will also provide leadership and inspiration to the staff to aid in the attainment of goals by setting guidelines and support in every endeavor.

- Responsible to: Chairperson of the Board and the Board of Directors.
- Provides direct supervision to Senior Staff and Executive Assistant and governs the entire staff.
- Interacts with: All levels of staff within the organization, state and national tourism industry representatives, major clients, city, county, and state elected officials, legal and financial professionals.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Determine and formulate policies to provide the organization's overall strategic vision and direction. Oversee all staffing and manage all personnel.
- Plan, direct, or coordinate operational activities at the highest level of management with big decisions concerning managerial policies.
- Fiscal responsibility includes managing reserve funds, submitting budgets for approval, and the expenditure of budgeted monies.
- Work with Vice Presidents in setting goals, objectives, and tactics to create a marketing plan for each division to ensure proper management and accomplishment of goals.
- Responsible for overall public relations for the Bureau and issuing statements to the press and news releases to the public concerning industry subjects.
- Responsible for any lobbying concerning legislation affecting the hospitality industry and/or affecting the Convention and Visitors Bureau.

## SUPERVISORY RESPONSIBILITIES

This position directly manages the senior team and is responsible for the performance management and hiring of senior-level management.

The position performs supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and solving problems.

## COMPETENCIES

- Leadership; discretion; team-oriented.
- Personal relationship-building skills, coaching, mentoring.
- Communication proficiency.
- Strategic, operational, and tactical thinking.
- Conceptual, creative thinking with effective strategy.
- Complex problem-solving skills.
- Business acumen.
- Financial management.
- Performance management.
- Results driven.



## QUALIFICATIONS

- A bachelor's degree is required. A master's degree is preferred.
- Marketing experience, 12-15 years in the hospitality industry emphasizing tourism/convention sales and marketing, and extensive experience in high-level tourism leadership capacity at a state or national level.
- 12 plus years of destination marketing and related industry experience in a leadership role in a convention and visitors bureau and/or senior leadership position in a tourism-affiliated corporation or association.
- Knowledge of and experience with all travel industry visitor segments.
- Recognized reputation in the national meeting or tourism industry.
- Creative approach to developing new sources of revenue.
- A visionary with a solid approach to achieving inventive marketing goals.
- Skills to unite local organizations that have a stake in the city's prosperity at all levels.
- Contracts and negotiation experience.
- Must be able to supervise employees in diverse job responsibilities.
- Travel is required with this job and is overnight throughout the United States and may occasionally be international.

## TOP PRIORITIES

- Get to know the staff, board, and community stakeholders, begin to build solid relationships. Become familiar with local and state level politics.
- Immerse into the community, learn about the assets and the multiple municipalities in the region.
- Conduct a comprehensive assessment of the organization to understand its current state and operational landscape.



**Mike Gamble**

Chairman and CEO  
SearchWide Global  
[info@searchwideglobal.com](mailto:info@searchwideglobal.com)  
Direct: 651.308.1115

**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Mike Gamble.**

**SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.**